

GOVERNMENT OF ANDHRA PRADESH  
ABSTRACT

Cinemas- Nizamabad – Permission for flexible rates of admission and screening (5) shows per day in all three (3) screens in Usha Prasad Multiplex etc. – Orders – Issued.

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HOME (GENERAL. A.1) DEPARTMENT

G.O.Ms.No. 4

Dt: 08.01.2013.  
Read the following:

1. From O/o District Collector , Nizamabad District , Lr.No. C1/384/2007-M, Dated : 29-09-2012.
2. Govt. Memo. 27563/Genl.A/2012,Home(Genl.A)Dept  
Dated : 18-10-2012.
3. From the District Collector , Nizamabad, Lr. No. C1/384/2007-M, Dated : 02-11-2012.

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ORDER:

The Joint Collector, Nizamabad District in the reference first read above has stated that the application of Smt G. Usha W/o G.V.V Prasad, C/o Usha Prasad Multiplex, Nizamabad, in her application Dt:20.09.2012 stating they have completed the construction of Multiplex Cinema Theatres Complex with (3) screens and requesting for grant of screening permission and Form –B License and relaxation of rules for collection of flexible admission rates and (5) shows per day, was forwarded to the Inspecting Officers i.e. 1). Superintendent of Police, Nizamabad 2). Revenue Divisional Officer, Nizamabad 3). Executive Engineer (R&B), Nizamabad 4). District Fire Officer, Nizamabad 5). Deputy Electrical Officer, Nizamabad 6) Commissioner, Municipal Corporation, Nizamabad. Above Inspection Officer have issued ‘No Objection Certificate’.

2. He has further stated that Smt G. Usha W/o G.V.V Prasad, C/o Usha Prasad Multiplex, Nizamabad in another application Dt:26.09.2012 has submitted that they have completed the construction of Multiplex Cinema Theatres with Three screens – providing Recliner seats with seating capacity of 1094 in all three screens, fire safety requirements and fire fighting installations, other building service like sanitation, plumbing, escalators, Electrical installation and other utility services in accordance with NBC standards and executed under the planning, design and supervision of qualified competent Technical persons. Further, they have provided the means of exit requirements as per NBC measures such as smoke management, Air-Conditioning and ventilating systems, parking 60% as per rule provided and installed state of the Art computerized integrated ticketing. They have also provided the modern projection and Acoustic systems, interiors of international standards, variety of food and beverage.

3. The Joint Collector, Nizamabad has further stated that Smt. G.Usha has also submitted that the construction of Multiplex is taken up duly investing huge amounts which is a boon to the Corporation and requested to grant permission for the following rates of admission on par with the rates of admissions in Multiplex Theatres of Vijayawada, Hyderabad and Vizag cities, as a special case.

- 1). Grant of permission to have flexible rates of admission subject to a maximum of Rs.150/- per ticket.
- 2). Grant of permission to maintain a one class throughout all the 3 auditoriums.
- 3). Grant of permission for screening (5) shows per day in three screens.

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Sl.No.	Screen. No.	Class	No. of Seats	Proposed Rates of admission inclusive of TFM.
1.	2.	3.	4.	5.
1.	Screen.No.1	Recliner Sofas	388	148+2= 150-00
2.	Screen No.2	Recliner Sofas	290	148+2= 150-00
3.	Screen.No.3	Recliner Sofas	416	148+2= 150-00

4. He has further stated that the Revenue Divisional Officer, Nizamabad has inspected the “Usha Prasad Multiplex” consisting of three Screens situated at Shivagji Nagar, Nizamabad on 25-09-2012 and verified the plans with reference to spot, the ownership of the land bearing Municipal No.3-10-76 &77 in Sy.No.1409 Nizamabad Shivar stands in the name of (1) Smt. G.Usha w/o G.V.V Prasad Rao (2) G. Vijay S/o G.V.V Prasad Rao (3) G. Vikram S/o G.V.V Prasad Rao R/o Nizamabad Village and Mandal.

5. The Revenue Divisional Officer has further stated that the Management of M/s Usha Prasad Multiplex, Nizamabad has provided the following amenities which are required for Multiplex Cinema:-

1. Luxurious interiors of international standards with fully Air –conditioned auditoriums and lobby.
2. Push carpeting in the auditoriums.
3. State of the art LCD screens in the box office and F&B counter displaying information for customers.
4. Comfortable stadium style high back seating with a seat width of 22’ with comfortable leg space between the rows.
5. Auto flush toilet facility with high level of hygiene in the multiplex and rest rooms through constant house keeping efforts.
6. Inherently fire retardant seat fabric and drapes.
7. LFD Lights on every steps rises in the auditorium seat lights as well as exit signs on invertors.
8. Projection world best system “tube” through direct satellite picture.
9. Efficiently designed acoustic system in three auditoriums, providing patrons with a superior sound quality.
10. Digital sound system with Dolby and DTS in three Screens.
11. Computerized ticketing facility allowing patrons, purchasing ticked internet to collect their booking such as SMS booking, home delivery etc., the process of booking tickets easy and convenient for customers.
12. No.1 automatic escalator along with an easy entry and exist in to the theatres.
13. The theatres equipped with single class of luxury deluxe seats.

6. The Joint Collector, Nizamabad has also stated the Revenue Divisional Officer has stated that there is no dispute with regard to land. The Multiplex Screen I & Screen II, with existing Usha Mayuri Cinema i.e. Screen III are constructed in accordance with the provisions contained in G.O.Ms.No.486 , MA&UD (M.1) Department, Dated : 07-07-2007 and provided sufficient parking place and other requirements as per rule 11(B) of Cinemas (Regulation) Rules , 1970.

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7. In the reference second read above, the Collector, Nizamabad has been requested to furnish a specific report whether the proposed Usha Prasad Multiplex have complied with rules of Andhra Pradesh Cinemas (Regulation) Rules,1970 and G.O.Ms.No.486, MA&UD (M1) Dept, Dt:07-07-2007.

8. The District Collector, Nizamabad District in the reference third read above has stated that the management of Usha Prasad Multiplex, Nizamabad has obtained permission for construction of multiplex as per Rule 8A, 8B, 9A and 9B of Andhra Pradesh Cinemas (Regulation) Rules 1970 and fulfilled all the conditions as envisaged in G.O.Ms.No.486 and requested for granting permission for maximum rates of admission @ Rs.150/- pertaining to single class and to accord permission for screening (5) shows per day in all (3) screens.

9. Government have examined the matter carefully and decided to sanction Rs.100/- for the front two rows of seats and Rs.120/- for remaining rows of seats in all three (3) screens as maximum rate of admission in Usha Prasad Multiplex, Nizamabad. It is also decided to permit them to screen (5) shows per day in all three screens during 9 A.M. to 1.00 A.M. (after mid-night) with staggered timings of shows between (3) screens, such that there is sufficient gap of time to avoid crowding.

10. Accordingly, in exercise of the powers conferred under section 12 of Andhra Pradesh Cinemas (Regulation) Act, 1955 and clause (a) of sub-rule (3) of rule 11(B) of Andhra Pradesh Cinemas (Regulation) Rules, 1970, Government hereby sanction the following maximum rates of admission to all three (3) screens in Usha Prasad Multiplex, Nizamabad.

Sl.No.	Screens	Number of seats	For front two rows of seats	For remaining rows of seats
1.	Screen-1	388	Rs.100/-	Rs.120/-
2.	Screen-2	290	Rs.100/-	Rs.120/-
3.	Screen-3	416	Rs.100/-	Rs.120/-

11. The flexibility in rates of admission sanctioned in Para (10) above is allowed subject to (a). On-line ticketing facility being made available and being simultaneously accessible to Commercial Tax Officers concerned and Police; and (b). Prior information shall be given to A.C.T.O. and A.C.P. atleast two (2) days before any revised rates lower than the maximum rate allowed, is adopted. The period / days for which the lower rate is adopted shall be clearly indicated in the intimation. If, On-line booking facility is not made available or prior intimation with period / days is not provided to concerned, Entertainment Tax shall be levied on the maximum rates allowed for higher and lower class in Para (10) above.

12. Government also permit to screen five (5) shows per day during 9.00 A.M. to 1.00 A.M. (after mid-night) in all three screens in relaxation of item No.43 of 'B' Form Licensing Condition. The timings of shows between the (3) screens shall be staggered such that there is sufficient gap of time to avoid crowding.

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13. The rates of admission sanctioned at Para (10) above are subject to the following conditions being fulfilled by the Management, Usha Prasad Multiplex, Nizamabad:-

- a. The area earmarked for lobby for the use of cinegoers should not be let out for any commercial purpose in future.
- b. No vehicle shall be parked or allowed to stand in such a way as to obstruct exits or impede the rapid dispersal of persons accommodated, in the event of fire or panic.
- c. The CCTV system shall be maintained without any interruption.
- d. Emergency evacuation plan shall be drawn and got approved by the Licensing authority within one month. (Uphaar theatre- Hon'ble Supreme Court Directions).
- e. A short documentary film shall be screened during every show by showing the exits, emergency escape routes and instructions as to what to do and what not to do in the case of fire or other hazards (Uphaar theatre – Hon'ble Supreme Court Directions).
- f. The staff/ushers including security staff should be periodically trained to operate the fire safety equipments during emergency in fire drills and evacuation procedures to provide support to the patrons in case of fire or other calamity. Mock drills shall be conducted once in every 6 months. (Uphaar theatre- Hon'ble Supreme court Directions).
- g. While the theatres are entitled to regulate the exit through doors other than the entry door, under no circumstances, the entry door (which can act as an emergency exit in the event of fire or other emergency) should be bolted from
- h. Outside. At the end of the show, the ushers may request the patrons to use the exit doors by placing a temporary barrier across the entry gate which should be easily movable (Uphaar Theatre – Hon'ble Supreme Court Directions).
- i. The emergency department telephone Nos. of nearest Hospitals, Police Station and Fire Department shall be displayed in every show.
- j. Night vision cameras to be installed specially at the box office to capture the images of the patrons buying tickets during the late evening hours.
- k. All gangways, exits and treads of steps and stairways shall be maintained with non-slippery surfaces at all times.
- l. The management should facilitate periodical inspection by Fire Officer concerned.
- m. The management should obtain insurance coverage for all the employees and audience/visitors/vendors.
- n. The patrons shall be provided with lifts/escalators for exit at the end of the shows on par with such facility provided at the time of entering the theatre.
- o. The Management shall ensure all safety measures including fire safety measures as prescribed by Government National Building Code and other statutes or orders issued by Government from time to time.
- p. The Management shall not convert or utilize any part of Parking area for any other purpose.

- q. The Management / Lessees shall be responsible to ensure all the relevant statutory provisions of Food Safety and Standards Act, 2006 and Food Safety and Standards Rules, 2011; Minimum Wages Act; Legal Metrology Act, 2009; Legal Metrology Packaged Commodity Rules, 2011 etc/ are followed.
- r. All the employees shall be extended benefit of Public Provident Fund and E.S.I. scheme.

14. The Collector & Licensing Authority, Nizamabad shall take necessary further action, accordingly.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

**M. CHAYA RATAN**  
**SPECIAL CHIEF SECRETARY TO GOVERNMENT**

To  
The Collector & Licensing Authority, Nizamabad.  
The Commissioner, Commercial Taxes, AP, Hyd.  
The Commercial Tax Officer, Nizamabad.  
The Director General, State Disaster Response  
and Fire Services, Andhra Pradesh, Hyd.  
The Superintendent of Police, Nizamabad.  
The Municipal Commissioner, Nizamabad.

Copy to :-

Smt. G. Usha W/o G.V.V Prasad, C/o Usha Prasad Multiplex, Nizamabad.  
The P.S. to Minister for I& PR& Cinematography.  
The P.S to Special Chief Secretary to Govt., Home Dept.  
Sc/Sf.

//FORWARDED: BY ORDER//

SECTION OFFICER